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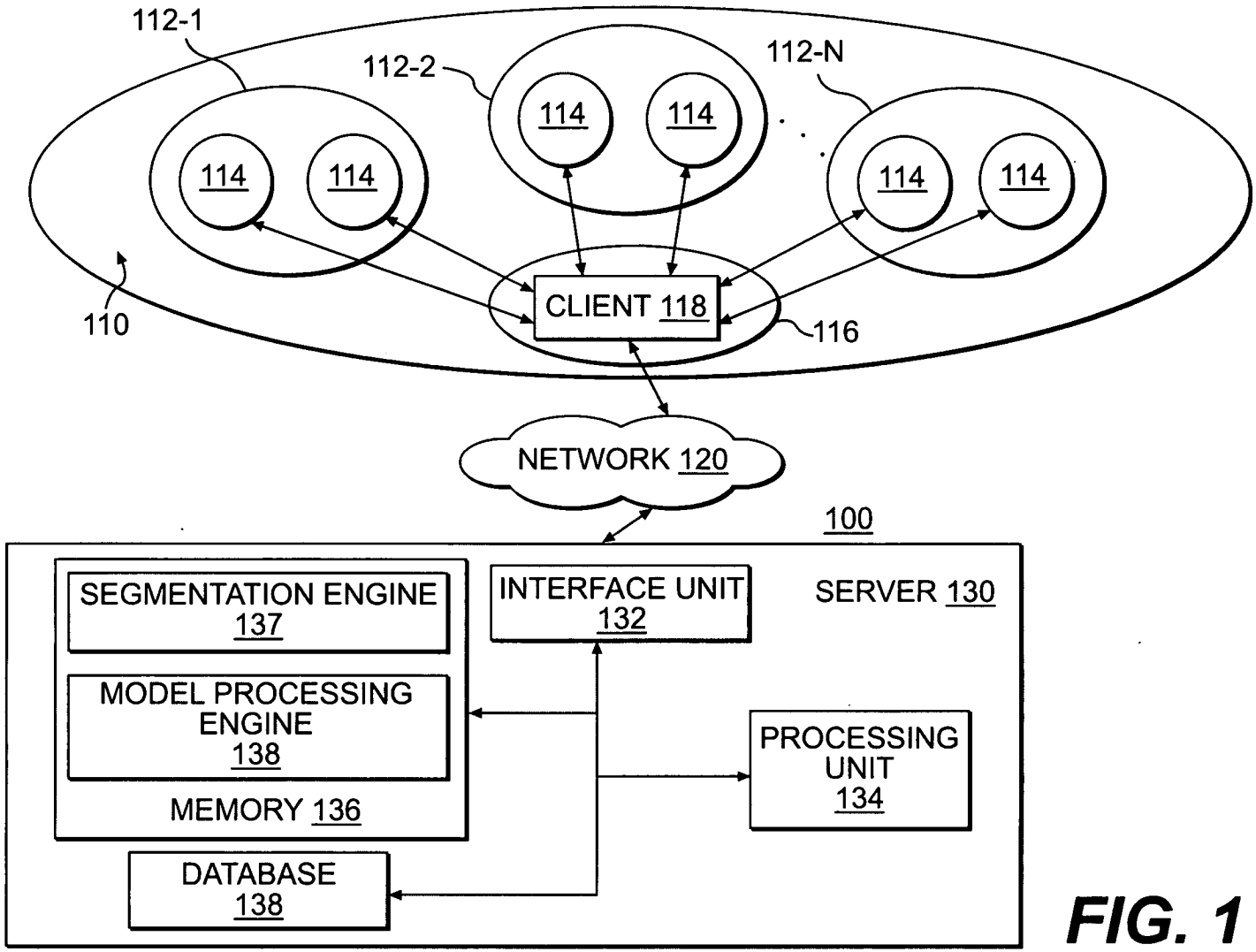

112-1
112-2
112-N
114
114
114
114
114
114
110
CLIENT 118
116
NETWORK 120
100
SEGMENTATION ENGINE 137
INTERFACE UNIT 132
SERVER 130
MODEL PROCESSING ENGINE 138
PROCESSING UNIT 134
MEMORY 136
DATABASE 138

FIG. 1

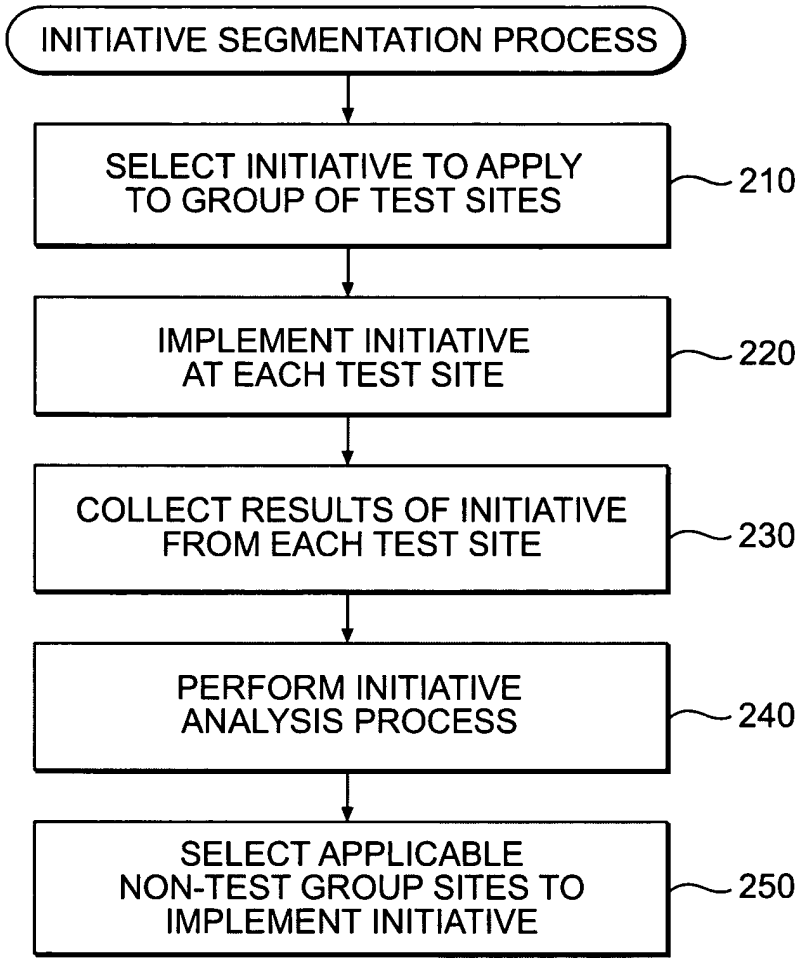

INITIATIVE SEGMENTATION PROCESS
SELECT INITIATIVE TO APPLY TO GROUP OF TEST SITES
210
IMPLEMENT INITIATIVE AT EACH TEST SITE
220
COLLECT RESULTS OF INITIATIVE FROM EACH TEST SITE
230
PERFORM INITIATIVE ANALYSIS PROCESS
240
SELECT APPLICABLE NON-TEST GROUP SITES TO IMPLEMENT INITIATIVE
250

FIG. 2

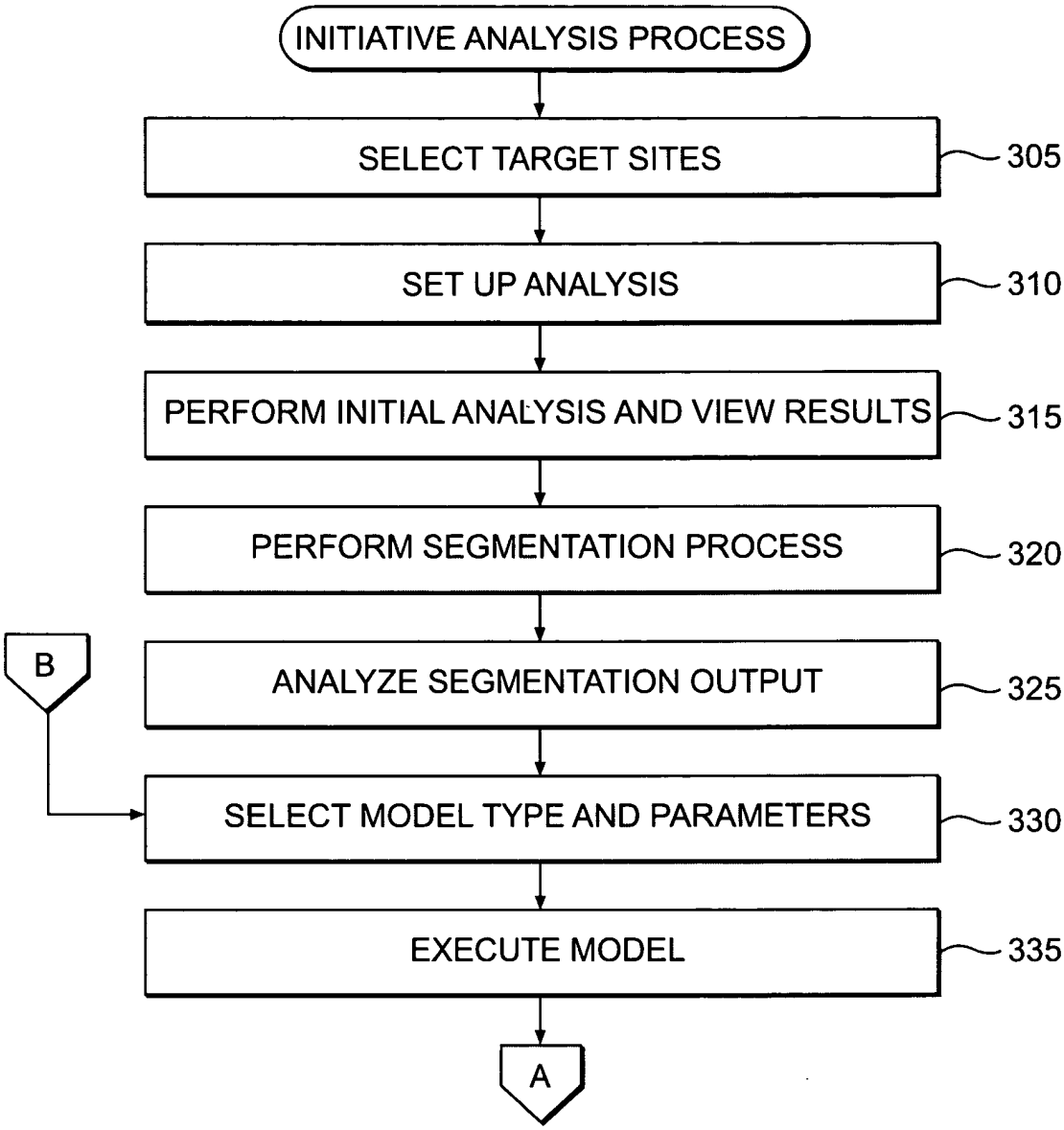

INITIATIVE ANALYSIS PROCESS
SELECT TARGET SITES
305
SET UP ANALYSIS
310
PERFORM INITIAL ANALYSIS AND VIEW RESULTS
315
PERFORM SEGMENTATION PROCESS
320
B
ANALYZE SEGMENTATION OUTPUT
325
SELECT MODEL TYPE AND PARAMETERS
330
EXECUTE MODEL
335
A

FIG. 3A

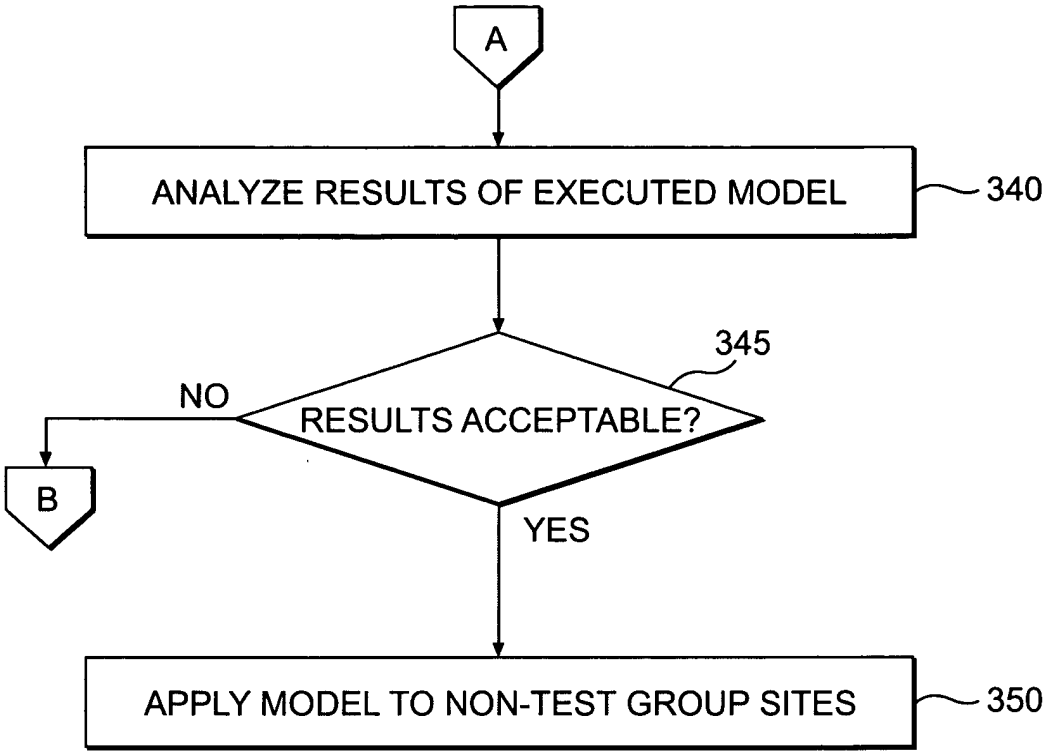

A
ANALYZE RESULTS OF EXECUTED MODEL
340
345
NO
RESULTS ACCEPTABLE?
B
YES
APPLY MODEL TO NON-TEST GROUP SITES
350

FIG. 3B

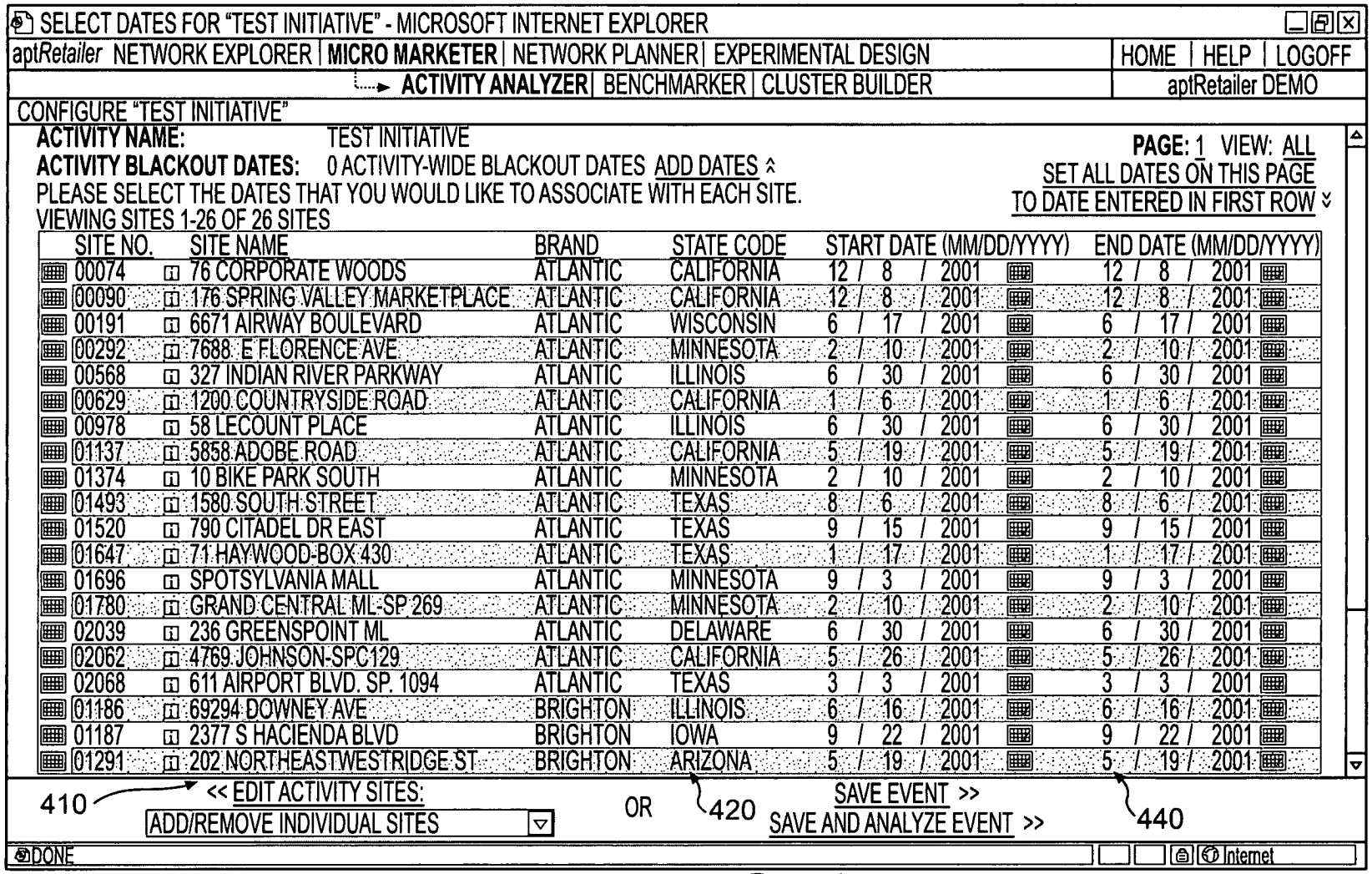

SELECT DATES FOR "TEST INITIATIVE" - MICROSOFT INTERNET EXPLORER
aptRetailer NETWORK EXPLORER | MICRO MARKETER | NETWORK PLANNER | EXPERIMENTAL DESIGN
HOME | HELP | LOGOFF
ACTIVITY ANALYZER | BENCHMARKER | CLUSTER BUILDER
aptRetailer DEMO
CONFIGURE "TEST INITIATIVE"
ACTIVITY NAME: TEST INITIATIVE
ACTIVITY BLACKOUT DATES: 0 ACTIVITY-WIDE BLACKOUT DATES ADD DATES
PLEASE SELECT THE DATES THAT YOU WOULD LIKE TO ASSOCIATE WITH EACH SITE.
VIEWING SITES 1-26 OF 26 SITES
PAGE: 1 VIEW: ALL
SET ALL DATES ON THIS PAGE
TO DATE ENTERED IN FIRST ROW
SITE NO. | SITE NAME | BRAND | STATE CODE | START DATE (MM/DD/YYYY) | END DATE (MM/DD/YYYY)
00074 | 76 CORPORATE WOODS | ATLANTIC | CALIFORNIA | 12 / 8 / 2001 | 12 / 8 / 2001
00090 | 176 SPRING VALLEY MARKETPLACE | ATLANTIC | CALIFORNIA | 12 / 8 / 2001 | 12 / 8 / 2001
00191 | 6671 AIRWAY BOULEVARD | ATLANTIC | WISCONSIN | 6 / 17 / 2001 | 6 / 17 / 2001
00292 | 7688 E FLORENCE AVE | ATLANTIC | MINNESOTA | 2 / 10 / 2001 | 2 / 10 / 2001
00568 | 327 INDIAN RIVER PARKWAY | ATLANTIC | ILLINOIS | 6 / 30 / 2001 | 6 / 30 / 2001
00629 | 1200 COUNTRYSIDE ROAD | ATLANTIC | CALIFORNIA | 1 / 6 / 2001 | 1 / 6 / 2001
00978 | 58 LECOUNT PLACE | ATLANTIC | ILLINOIS | 6 / 30 / 2001 | 6 / 30 / 2001
01137 | 5858 ADOBE ROAD | ATLANTIC | CALIFORNIA | 5 / 19 / 2001 | 5 / 19 / 2001
01374 | 10 BIKE PARK SOUTH | ATLANTIC | MINNESOTA | 2 / 10 / 2001 | 2 / 10 / 2001
01493 | 1580 SOUTH STREET | ATLANTIC | TEXAS | 8 / 6 / 2001 | 8 / 6 / 2001
01520 | 790 CITADEL DR EAST | ATLANTIC | TEXAS | 9 / 15 / 2001 | 9 / 15 / 2001
01647 | 71 HAYWOOD-BOX 430 | ATLANTIC | TEXAS | 1 / 17 / 2001 | 1 / 17 / 2001
01696 | SPOTSYLVANIA MALL | ATLANTIC | MINNESOTA | 9 / 3 / 2001 | 9 / 3 / 2001
01780 | GRAND CENTRAL ML-SP 269 | ATLANTIC | MINNESOTA | 2 / 10 / 2001 | 2 / 10 / 2001
02039 | 236 GREENSPOINT ML | ATLANTIC | DELAWARE | 6 / 30 / 2001 | 6 / 30 / 2001
02062 | 4769 JOHNSON-SPC129 | ATLANTIC | CALIFORNIA | 5 / 26 / 2001 | 5 / 26 / 2001
02068 | 611 AIRPORT BLVD. SP. 1094 | ATLANTIC | TEXAS | 3 / 3 / 2001 | 3 / 3 / 2001
01186 | 69294 DOWNEY AVE | BRIGHTON | ILLINOIS | 6 / 16 / 2001 | 6 / 16 / 2001
01187 | 2377 S HACIENDA BLVD | BRIGHTON | IOWA | 9 / 22 / 2001 | 9 / 22 / 2001
01291 | 202 NORTHEASTWESTRIDGE ST | BRIGHTON | ARIZONA | 5 / 19 / 2001 | 5 / 19 / 2001
410
<< EDIT ACTIVITY SITES:
ADD/REMOVE INDIVIDUAL SITES
OR
420
SAVE EVENT >>
SAVE AND ANALYZE EVENT >>
440
DONE
Internet

FIG. 4

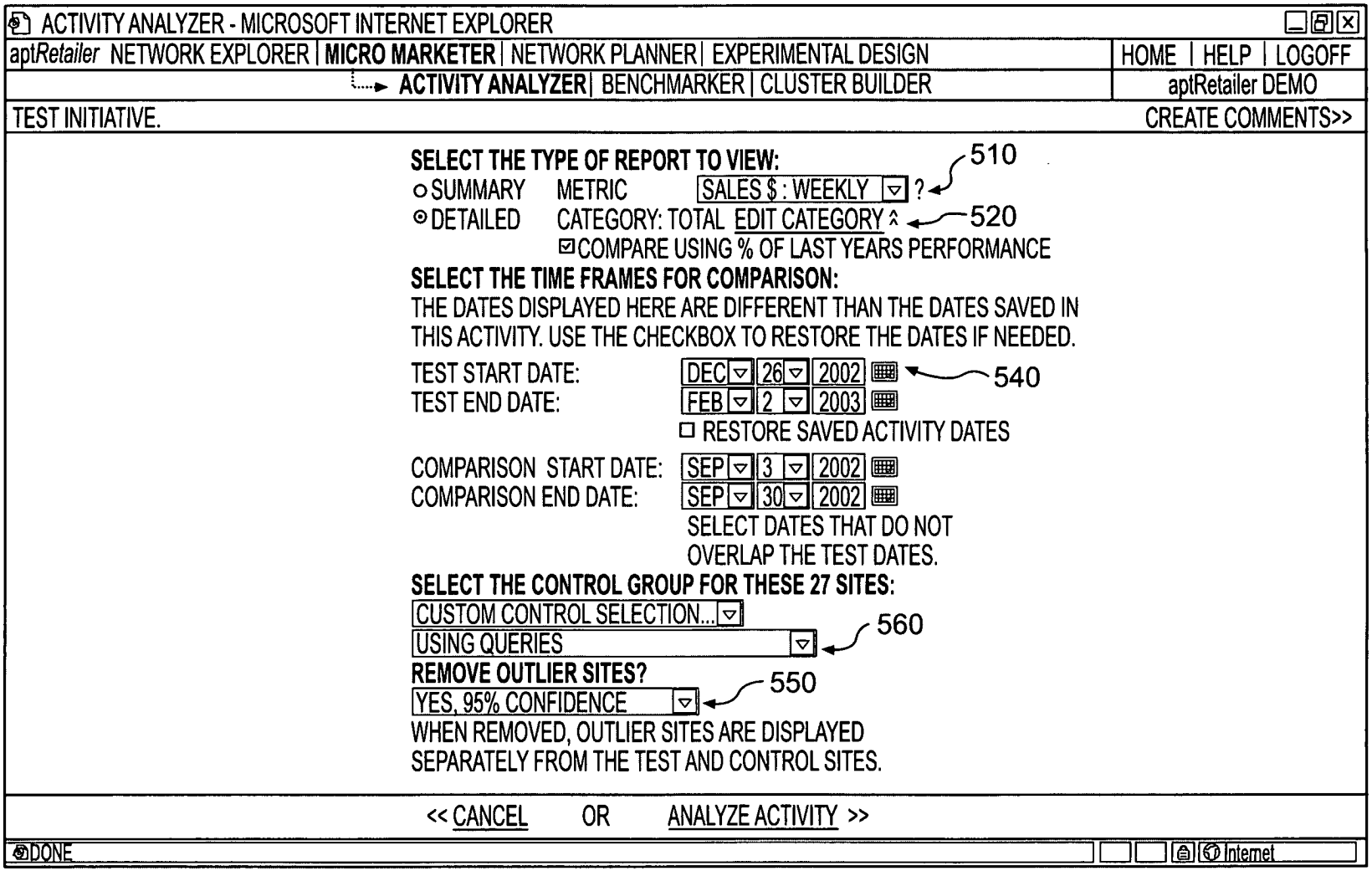

ACTIVITY ANALYZER - MICROSOFT INTERNET EXPLORER
aptRetailer NETWORK EXPLORER | MICRO MARKETER | NETWORK PLANNER | EXPERIMENTAL DESIGN
HOME | HELP | LOGOFF
ACTIVITY ANALYZER | BENCHMARKER | CLUSTER BUILDER
aptRetailer DEMO
TEST INITIATIVE.
CREATE COMMENTS>>
SELECT THE TYPE OF REPORT TO VIEW:
510
SUMMARY
METRIC
SALES $: WEEKLY
?
DETAILED
CATEGORY: TOTAL EDIT CATEGORY
520
COMPARE USING % OF LAST YEARS PERFORMANCE
SELECT THE TIME FRAMES FOR COMPARISON:
THE DATES DISPLAYED HERE ARE DIFFERENT THAN THE DATES SAVED IN THIS ACTIVITY. USE THE CHECKBOX TO RESTORE THE DATES IF NEEDED.
TEST START DATE:
DEC 26 2002
540
TEST END DATE:
FEB 2 2003
RESTORE SAVED ACTIVITY DATES
COMPARISON START DATE:
SEP 3 2002
COMPARISON END DATE:
SEP 30 2002
SELECT DATES THAT DO NOT OVERLAP THE TEST DATES.
SELECT THE CONTROL GROUP FOR THESE 27 SITES:
CUSTOM CONTROL SELECTION...
USING QUERIES
560
REMOVE OUTLIER SITES?
YES, 95% CONFIDENCE
550
WHEN REMOVED, OUTLIER SITES ARE DISPLAYED SEPARATELY FROM THE TEST AND CONTROL SITES.
<< CANCEL
OR
ANALYZE ACTIVITY >>
DONE
Internet

FIG. 5

EVENT ANALYSIS - MICROSOFT INTERNET EXPLORER

aptRetailer NETWORK EXPLORER | **MICRO MARKETER** | NETWORK PLANNER | EXPERIMENTAL DESIGN | HOME | HELP | LOGOFF

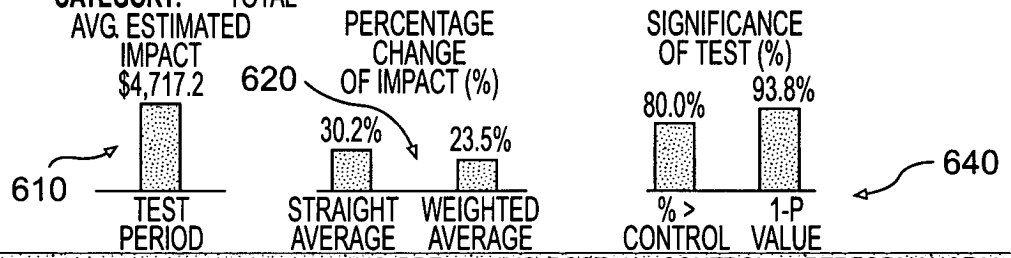
ACTIVITY ANALYZER | BENCHMARKER | CLUSTER BUILDER | aptRetailer DEMO

AGGREGATE RESULTS | CREATE COMMENTS>>

EXPORT TO: | PRINT REPORT

ACTIVITY: TEST INITIATIVE
TYPE: EVENT
METRIC: ? SALES $: WEEKLY
CATEGORY: TOTAL

CONFIDENCE: DO NOT REMOVE OUTLIERS
6 SITES REMOVED FOR INCOMPLETE DATA
0 OUTLIERS REMOVED



⊟TEST SITES — 20 SITES

SITE ID	SITE NAME	DATE(S)	AVG. PRE PERIOD	AVG. POST PERIOD	CONTROL PERFORMANCE	PERFORMANCE V CONTROL	ESTIMATED IMPACT	MAKE OUTLIER
00568	327 INDIAN RIVER PARKWAY	06/30/02	$11,016.03	$34,702.84	(3.78)%	227.39%	$24,103.15	
00191	6671 AIRWAY BOULEVARD	6/17/01	$24,235.68	$57,040.23	(2.29)%	140.87%	$33,358.93	☐
00090	176 SPRING VALLEY MARKETPLACE	12/08/02	$10,134.39	$19,429.24	(3.40)%	98.47%	$9,639.89	☐
01186	69294 DOWNEY AVE	06/16/02	$11,472.40	$13,648.35	(4.00)%	23.92%	$2,634.37	☐
01794	BELDEN VILLAGE MALL	09/03/02	$22,273.38	$24,924.38	(7.21)%	20.60%	$4,256.84	☐
01396	116 POINT ST	05/19/02	$35,018.45	$37,468.07	(9.26)%	17.92%	$5,693.84	☐
01187	2377 S HACIENDA BLVD	09/22/02	$11,506.08	$12,176.84	(7.76)%	14.74%	$1,564.19	☐
00074	76 CORPORATE WOODS	12/08/02	$21,310.94	$23,417.19	(3.40)%	13.76%	$2,831.82	☐
01520	790 CITADEL DR EAST	09/15/01	$25,549.75	$23,838.80	(15.68)%	10.66%	$2,296.20	☐
02068	611 AIRPORT BLVD SP 1094	03/03/02	$19,981.03	$22,308.99	1.10%	10.44%	$2,108.71	☐

^ UPDATE OUTLIERS ^ VIEW MAP
<< RETURN TO SUMMARY REPORT

OR

ANALYZE CHARACTERISTICS BY %CHG. / ABSOLUTE CHG. >>
SAVE RESULTS >>

Internet

FIG. 6

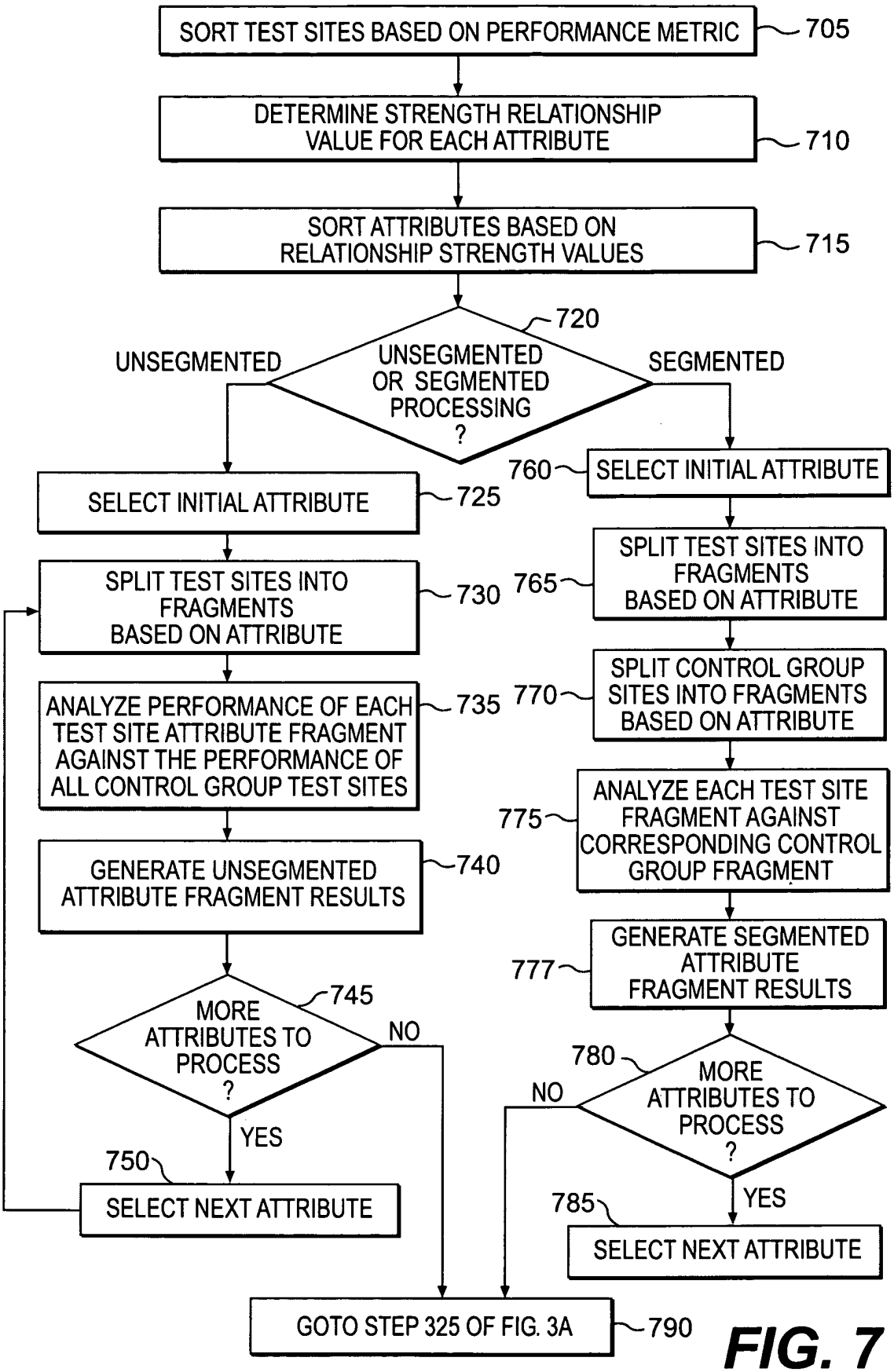

SORT TEST SITES BASED ON PERFORMANCE METRIC
705
DETERMINE STRENGTH RELATIONSHIP VALUE FOR EACH ATTRIBUTE
710
SORT ATTRIBUTES BASED ON RELATIONSHIP STRENGTH VALUES
715
720
UNSEGMENTED OR SEGMENTED PROCESSING ?
UNSEGMENTED
SEGMENTED
SELECT INITIAL ATTRIBUTE
725
SPLIT TEST SITES INTO FRAGMENTS BASED ON ATTRIBUTE
730
ANALYZE PERFORMANCE OF EACH TEST SITE ATTRIBUTE FRAGMENT AGAINST THE PERFORMANCE OF ALL CONTROL GROUP TEST SITES
735
GENERATE UNSEGMENTED ATTRIBUTE FRAGMENT RESULTS
740
MORE ATTRIBUTES TO PROCESS ?
745
NO
YES
SELECT NEXT ATTRIBUTE
750
760
SELECT INITIAL ATTRIBUTE
765
SPLIT TEST SITES INTO FRAGMENTS BASED ON ATTRIBUTE
770
SPLIT CONTROL GROUP SITES INTO FRAGMENTS BASED ON ATTRIBUTE
775
ANALYZE EACH TEST SITE FRAGMENT AGAINST CORRESPONDING CONTROL GROUP FRAGMENT
777
GENERATE SEGMENTED ATTRIBUTE FRAGMENT RESULTS
780
MORE ATTRIBUTES TO PROCESS ?
NO
YES
785
SELECT NEXT ATTRIBUTE
GOTO STEP 325 OF FIG. 3A
790

FIG. 7

801 802 803

TEST SITE	PERFORMANCE METRIC	ATTRIBUTES					
		ATTRIBUTE 1 (NO. OF COMPETITOR STORES WITHIN 10 MILES)	ATTRIBUTE 2 (AVG. DISTANCE TO BUSINESS LOCATION IN NETWORK)	ATTRIBUTE 3 (AVG. MO. RENT)	ATTRIBUTE 4 (% POPULATION 18-24 W/N 5 MILES)	...	ATTRIBUTE T
TS-1	15% (AVG. SALES INCREASE)	.81	12.02	15650	.083	...	1.34
TS-2	10% (AVG. SALES INCREASE)	.96	10.13	12670	.064	...	1.56
. . .	. . .	. . .	. . .	. . .	. . .	. . .	. . .
TS-X	(4%) (AVG. SALES INCREASE)	1.78	8.32	16345	.033	...	2.45

FIG. 8

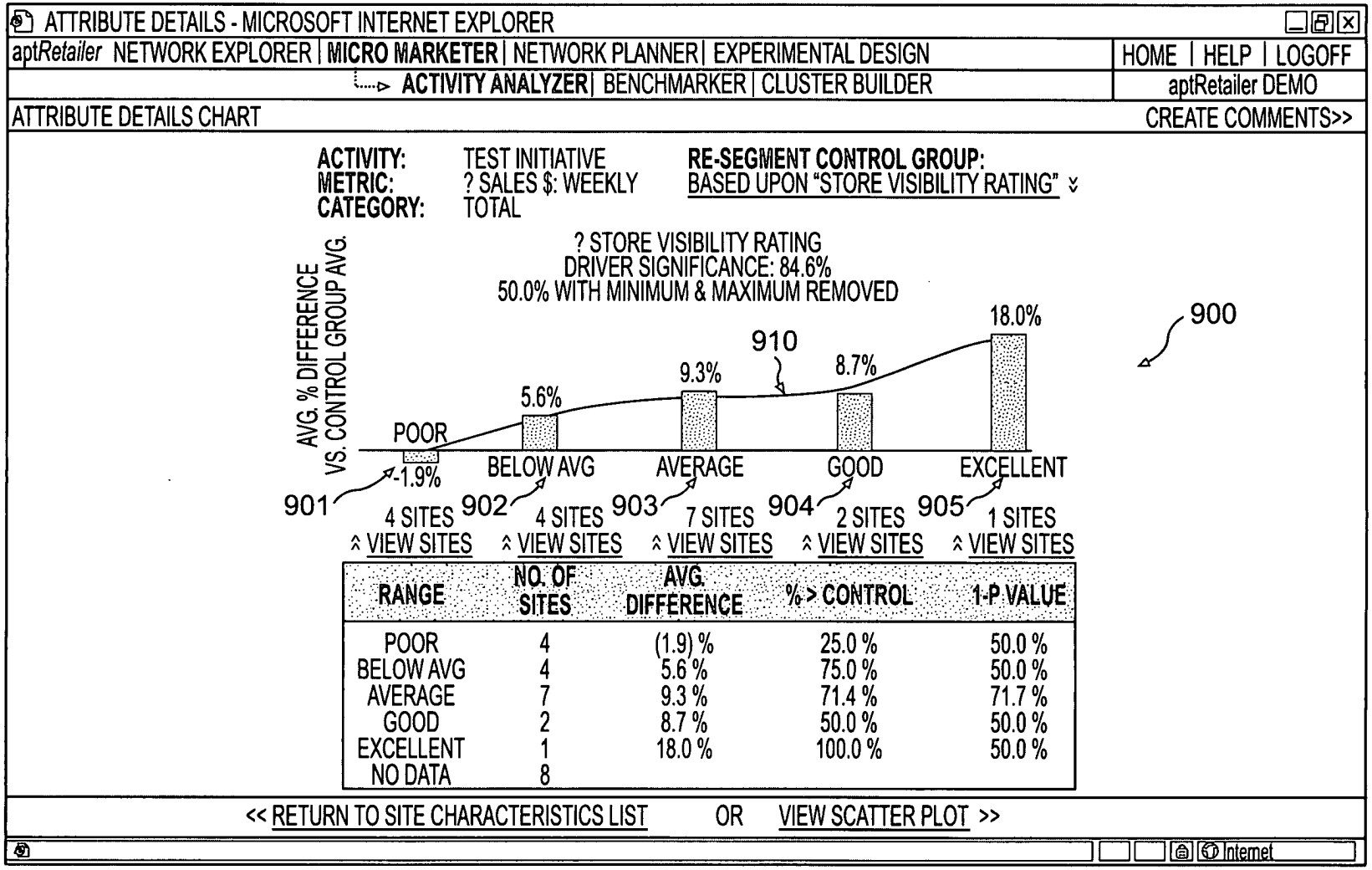

ATTRIBUTE DETAILS - MICROSOFT INTERNET EXPLORER
aptRetailer NETWORK EXPLORER | MICRO MARKETER | NETWORK PLANNER | EXPERIMENTAL DESIGN
ACTIVITY ANALYZER | BENCHMARKER | CLUSTER BUILDER
HOME | HELP | LOGOFF
aptRetailer DEMO
ATTRIBUTE DETAILS CHART
CREATE COMMENTS>>
ACTIVITY: TEST INITIATIVE
METRIC: ? SALES $: WEEKLY
CATEGORY: TOTAL
RE-SEGMENT CONTROL GROUP:
BASED UPON "STORE VISIBILITY RATING"
? STORE VISIBILITY RATING
DRIVER SIGNIFICANCE: 84.6%
50.0% WITH MINIMUM & MAXIMUM REMOVED
AVG. % DIFFERENCE VS. CONTROL GROUP AVG.
900
910
18.0%
9.3%
8.7%
5.6%
POOR
-1.9%
BELOW AVG
AVERAGE
GOOD
EXCELLENT
901
902
903
904
905
4 SITES
4 SITES
7 SITES
2 SITES
1 SITES
VIEW SITES
VIEW SITES
VIEW SITES
VIEW SITES
VIEW SITES
RANGE | NO. OF SITES | AVG. DIFFERENCE | % > CONTROL | 1-P VALUE
POOR | 4 | (1.9) % | 25.0 % | 50.0 %
BELOW AVG | 4 | 5.6 % | 75.0 % | 50.0 %
AVERAGE | 7 | 9.3 % | 71.4 % | 71.7 %
GOOD | 2 | 8.7 % | 50.0 % | 50.0 %
EXCELLENT | 1 | 18.0 % | 100.0 % | 50.0 %
NO DATA | 8
<< RETURN TO SITE CHARACTERISTICS LIST
OR
VIEW SCATTER PLOT >>
Internet

FIG. 9

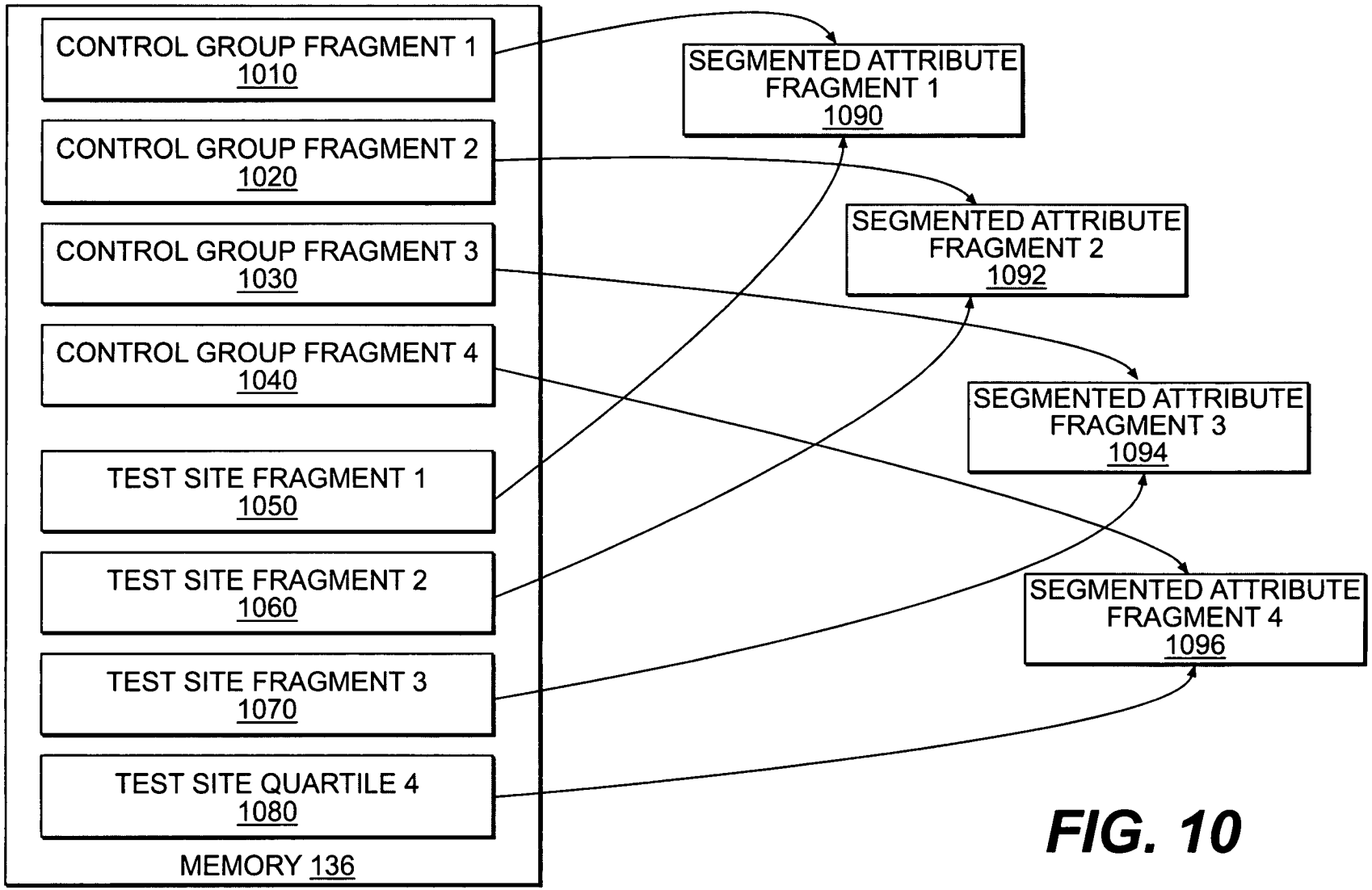

CONTROL GROUP FRAGMENT 1
1010
CONTROL GROUP FRAGMENT 2
1020
CONTROL GROUP FRAGMENT 3
1030
CONTROL GROUP FRAGMENT 4
1040
TEST SITE FRAGMENT 1
1050
TEST SITE FRAGMENT 2
1060
TEST SITE FRAGMENT 3
1070
TEST SITE QUARTILE 4
1080
MEMORY 136
SEGMENTED ATTRIBUTE FRAGMENT 1
1090
SEGMENTED ATTRIBUTE FRAGMENT 2
1092
SEGMENTED ATTRIBUTE FRAGMENT 3
1094
SEGMENTED ATTRIBUTE FRAGMENT 4
1096

FIG. 10

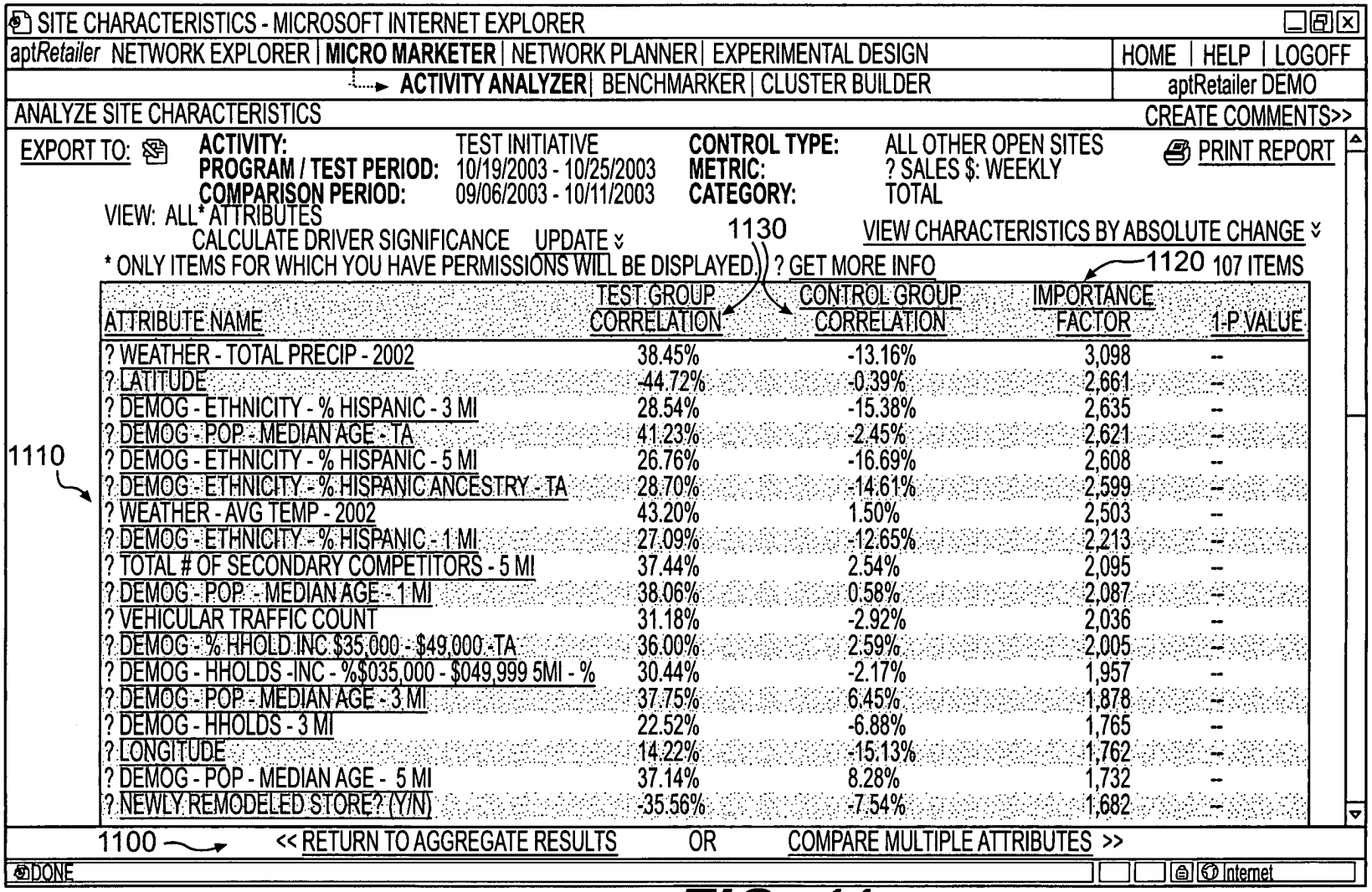

SITE CHARACTERISTICS - MICROSOFT INTERNET EXPLORER
aptRetailer NETWORK EXPLORER | MICRO MARKETER | NETWORK PLANNER | EXPERIMENTAL DESIGN
HOME | HELP | LOGOFF
ACTIVITY ANALYZER | BENCHMARKER | CLUSTER BUILDER
aptRetailer DEMO
ANALYZE SITE CHARACTERISTICS
CREATE COMMENTS>>
EXPORT TO:
ACTIVITY: TEST INITIATIVE
PROGRAM / TEST PERIOD: 10/19/2003 - 10/25/2003
COMPARISON PERIOD: 09/06/2003 - 10/11/2003
CONTROL TYPE: ALL OTHER OPEN SITES
METRIC: ? SALES $: WEEKLY
CATEGORY: TOTAL
PRINT REPORT
VIEW: ALL* ATTRIBUTES
CALCULATE DRIVER SIGNIFICANCE
UPDATE
1130
VIEW CHARACTERISTICS BY ABSOLUTE CHANGE
* ONLY ITEMS FOR WHICH YOU HAVE PERMISSIONS WILL BE DISPLAYED
? GET MORE INFO
1120
107 ITEMS
1110
ATTRIBUTE NAME
TEST GROUP CORRELATION
CONTROL GROUP CORRELATION
IMPORTANCE FACTOR
1-P VALUE
? WEATHER - TOTAL PRECIP - 2002 38.45% -13.16% 3,098 --
? LATITUDE -44.72% -0.39% 2,661 --
? DEMOG - ETHNICITY - % HISPANIC - 3 MI 28.54% -15.38% 2,635 --
? DEMOG - POP - MEDIAN AGE - TA 41.23% -2.45% 2,621 --
? DEMOG - ETHNICITY - % HISPANIC - 5 MI 26.76% -16.69% 2,608 --
? DEMOG - ETHNICITY - % HISPANIC ANCESTRY - TA 28.70% -14.61% 2,599 --
? WEATHER - AVG TEMP - 2002 43.20% 1.50% 2,503 --
? DEMOG - ETHNICITY - % HISPANIC - 1 MI 27.09% -12.65% 2,213 --
? TOTAL # OF SECONDARY COMPETITORS - 5 MI 37.44% 2.54% 2,095 --
? DEMOG - POP - MEDIAN AGE - 1 MI 38.06% 0.58% 2,087 --
? VEHICULAR TRAFFIC COUNT 31.18% -2.92% 2,036 --
? DEMOG - % HHOLD INC $35,000 - $49,000 -TA 36.00% 2.59% 2,005 --
? DEMOG - HHOLDS -INC - %$035,000 - $049,999 5MI - % 30.44% -2.17% 1,957 --
? DEMOG - POP - MEDIAN AGE - 3 MI 37.75% 6.45% 1,878 --
? DEMOG - HHOLDS - 3 MI 22.52% -6.88% 1,765 --
? LONGITUDE 14.22% -15.13% 1,762 --
? DEMOG - POP - MEDIAN AGE - 5 MI 37.14% 8.28% 1,732 --
? NEWLY REMODELED STORE? (Y/N) -35.56% -7.54% 1,682 --
1100
<< RETURN TO AGGREGATE RESULTS
OR
COMPARE MULTIPLE ATTRIBUTES >>
DONE
Internet

FIG. 11

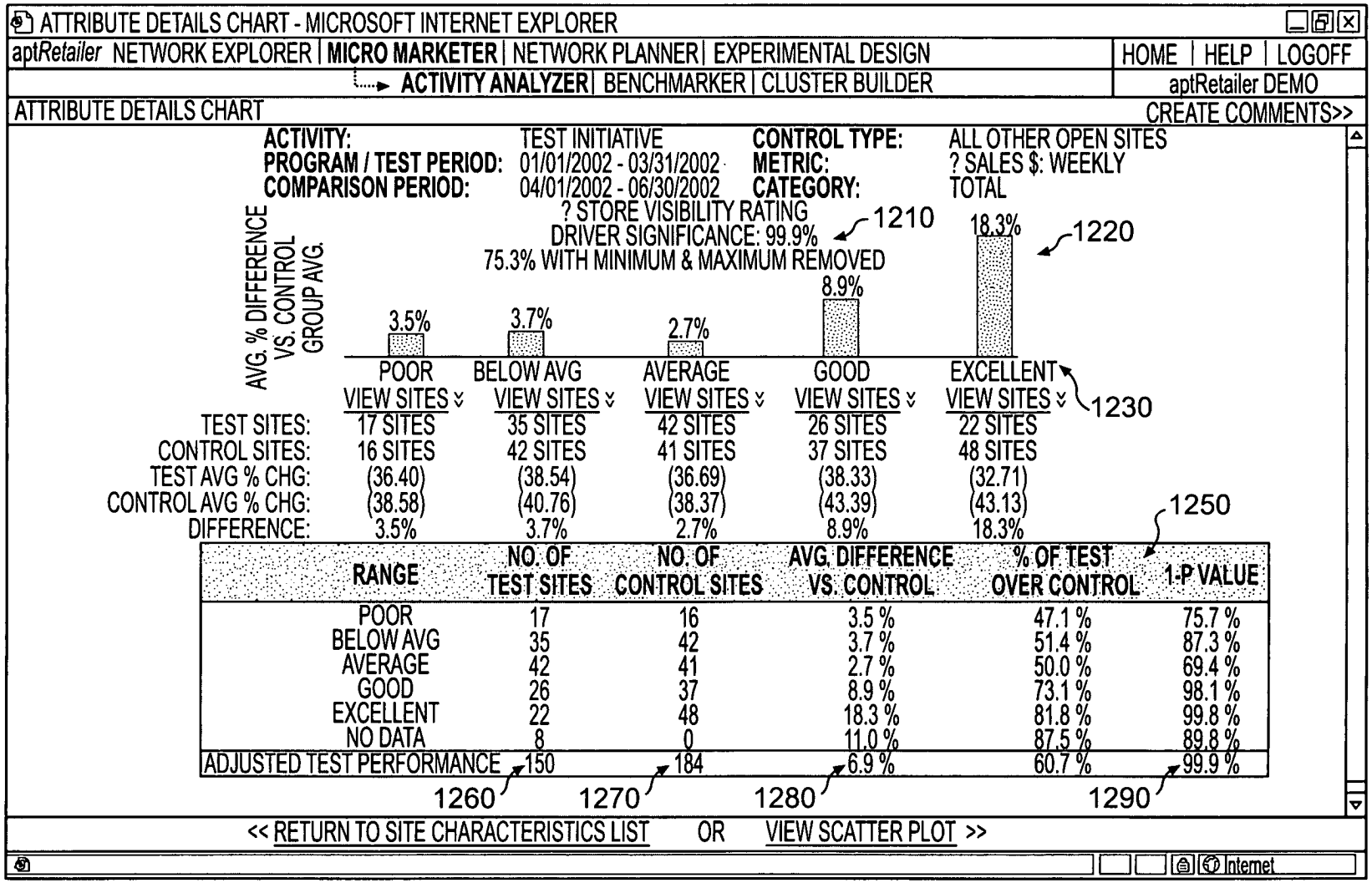

ATTRIBUTE DETAILS CHART - MICROSOFT INTERNET EXPLORER
aptRetailer NETWORK EXPLORER | MICRO MARKETER | NETWORK PLANNER | EXPERIMENTAL DESIGN
HOME | HELP | LOGOFF
ACTIVITY ANALYZER | BENCHMARKER | CLUSTER BUILDER
aptRetailer DEMO
ATTRIBUTE DETAILS CHART
CREATE COMMENTS>>
ACTIVITY: TEST INITIATIVE
CONTROL TYPE: ALL OTHER OPEN SITES
PROGRAM / TEST PERIOD: 01/01/2002 - 03/31/2002
METRIC: ? SALES $: WEEKLY
COMPARISON PERIOD: 04/01/2002 - 06/30/2002
CATEGORY: TOTAL
? STORE VISIBILITY RATING
DRIVER SIGNIFICANCE: 99.9%
75.3% WITH MINIMUM & MAXIMUM REMOVED
1210
1220
AVG. % DIFFERENCE VS. CONTROL GROUP AVG.
3.5%
3.7%
2.7%
8.9%
18.3%
POOR VIEW SITES
BELOW AVG VIEW SITES
AVERAGE VIEW SITES
GOOD VIEW SITES
EXCELLENT VIEW SITES
1230
TEST SITES: 17 SITES 35 SITES 42 SITES 26 SITES 22 SITES
CONTROL SITES: 16 SITES 42 SITES 41 SITES 37 SITES 48 SITES
TEST AVG % CHG: (36.40) (38.54) (36.69) (38.33) (32.71)
CONTROL AVG % CHG: (38.58) (40.76) (38.37) (43.39) (43.13)
DIFFERENCE: 3.5% 3.7% 2.7% 8.9% 18.3%
1250
RANGE | NO. OF TEST SITES | NO. OF CONTROL SITES | AVG. DIFFERENCE VS. CONTROL | % OF TEST OVER CONTROL | 1-P VALUE
POOR 17 16 3.5 % 47.1 % 75.7 %
BELOW AVG 35 42 3.7 % 51.4 % 87.3 %
AVERAGE 42 41 2.7 % 50.0 % 69.4 %
GOOD 26 37 8.9 % 73.1 % 98.1 %
EXCELLENT 22 48 18.3 % 81.8 % 99.8 %
NO DATA 8 0 11.0 % 87.5 % 89.8 %
ADJUSTED TEST PERFORMANCE 150 184 6.9 % 60.7 % 99.9 %
1260
1270
1280
1290
<< RETURN TO SITE CHARACTERISTICS LIST OR VIEW SCATTER PLOT >>
Internet

FIG. 12

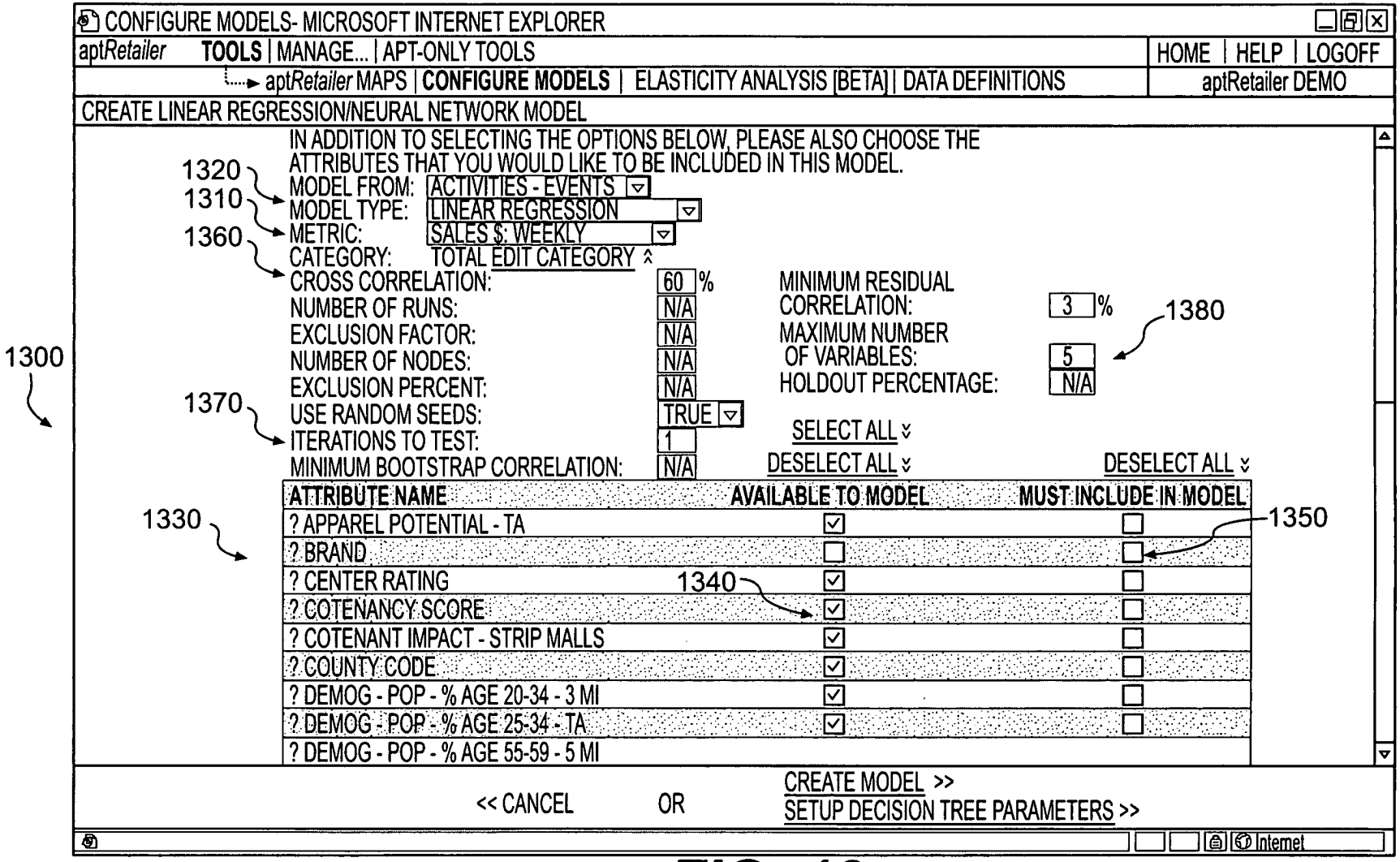

CONFIGURE MODELS- MICROSOFT INTERNET EXPLORER
aptRetailer TOOLS | MANAGE... | APT-ONLY TOOLS
HOME | HELP | LOGOFF
aptRetailer MAPS | CONFIGURE MODELS | ELASTICITY ANALYSIS [BETA] | DATA DEFINITIONS
aptRetailer DEMO
CREATE LINEAR REGRESSION/NEURAL NETWORK MODEL
IN ADDITION TO SELECTING THE OPTIONS BELOW, PLEASE ALSO CHOOSE THE ATTRIBUTES THAT YOU WOULD LIKE TO BE INCLUDED IN THIS MODEL.
1320
MODEL FROM: ACTIVITIES - EVENTS
1310
MODEL TYPE: LINEAR REGRESSION
1360
METRIC: SALES $: WEEKLY
CATEGORY: TOTAL EDIT CATEGORY
CROSS CORRELATION: 60 %
NUMBER OF RUNS: N/A
EXCLUSION FACTOR: N/A
NUMBER OF NODES: N/A
EXCLUSION PERCENT: N/A
1370
USE RANDOM SEEDS: TRUE
ITERATIONS TO TEST: 1
MINIMUM BOOTSTRAP CORRELATION: N/A
MINIMUM RESIDUAL CORRELATION: 3 %
1380
MAXIMUM NUMBER OF VARIABLES: 5
HOLDOUT PERCENTAGE: N/A
SELECT ALL
DESELECT ALL
DESELECT ALL
1300
1330
ATTRIBUTE NAME
AVAILABLE TO MODEL
MUST INCLUDE IN MODEL
1350
1340
? APPAREL POTENTIAL - TA
? BRAND
? CENTER RATING
? COTENANCY SCORE
? COTENANT IMPACT - STRIP MALLS
? COUNTY CODE
? DEMOG - POP - % AGE 20-34 - 3 MI
? DEMOG - POP - % AGE 25-34 - TA
? DEMOG - POP - % AGE 55-59 - 5 MI
<< CANCEL
OR
CREATE MODEL >>
SETUP DECISION TREE PARAMETERS >>
Internet

FIG. 13

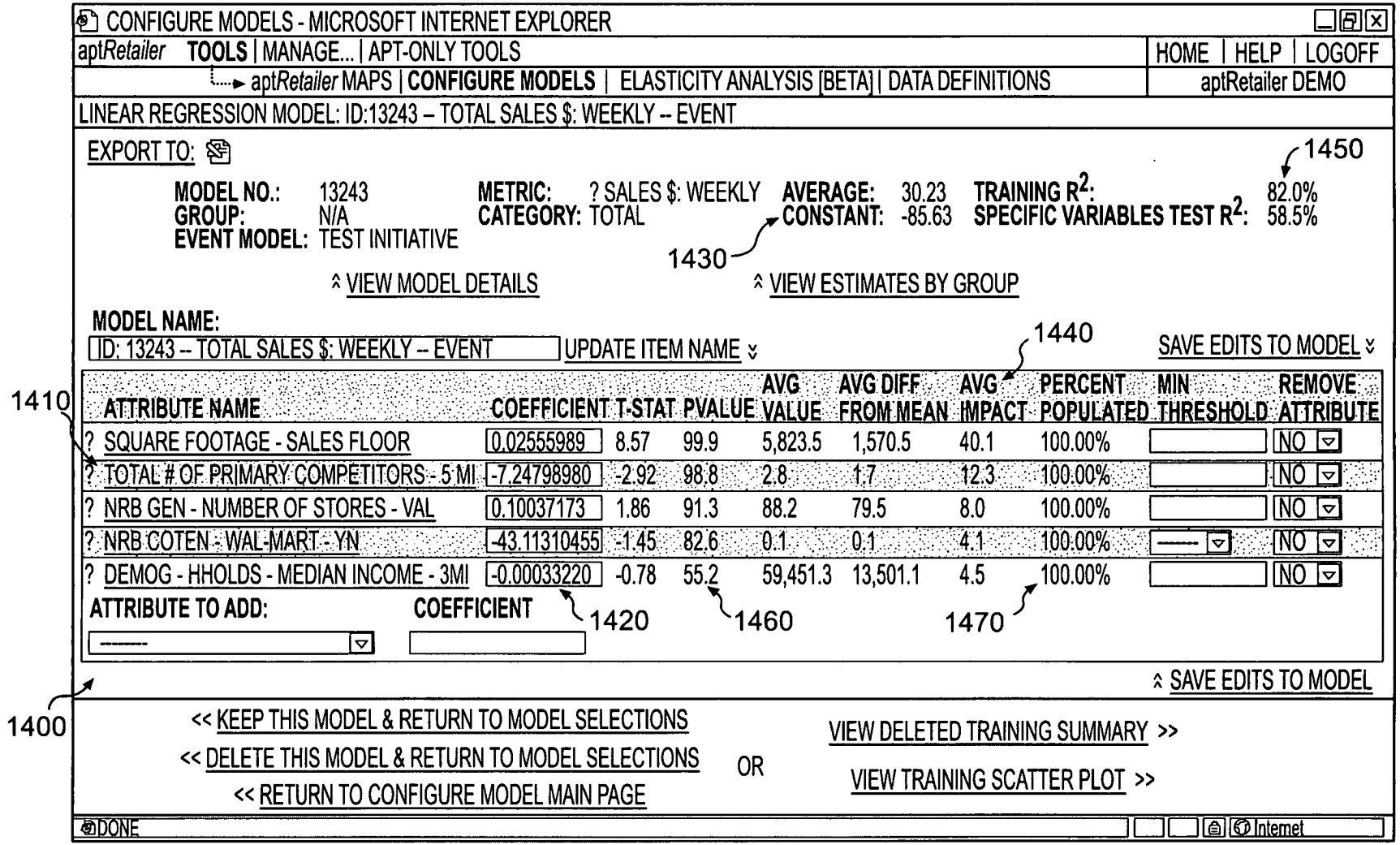

CONFIGURE MODELS - MICROSOFT INTERNET EXPLORER
aptRetailer TOOLS | MANAGE... | APT-ONLY TOOLS
HOME | HELP | LOGOFF
aptRetailer MAPS | CONFIGURE MODELS | ELASTICITY ANALYSIS [BETA] | DATA DEFINITIONS
aptRetailer DEMO
LINEAR REGRESSION MODEL: ID:13243 – TOTAL SALES $: WEEKLY -- EVENT
EXPORT TO:
1450
MODEL NO.: 13243
GROUP: N/A
EVENT MODEL: TEST INITIATIVE
METRIC: ? SALES $: WEEKLY
CATEGORY: TOTAL
AVERAGE: 30.23
CONSTANT: -85.63
1430
TRAINING R2: 82.0%
SPECIFIC VARIABLES TEST R2: 58.5%
VIEW MODEL DETAILS
VIEW ESTIMATES BY GROUP
MODEL NAME:
ID: 13243 -- TOTAL SALES $: WEEKLY -- EVENT
UPDATE ITEM NAME
1440
SAVE EDITS TO MODEL
1410
ATTRIBUTE NAME | COEFFICIENT | T-STAT | PVALUE | AVG VALUE | AVG DIFF FROM MEAN | AVG IMPACT | PERCENT POPULATED | MIN THRESHOLD | REMOVE ATTRIBUTE
? SQUARE FOOTAGE - SALES FLOOR | 0.02555989 | 8.57 | 99.9 | 5,823.5 | 1,570.5 | 40.1 | 100.00% | NO
? TOTAL # OF PRIMARY COMPETITORS - 5 MI | -7.24798980 | -2.92 | 98.8 | 2.8 | 1.7 | 12.3 | 100.00% | NO
? NRB GEN - NUMBER OF STORES - VAL | 0.10037173 | 1.86 | 91.3 | 88.2 | 79.5 | 8.0 | 100.00% | NO
? NRB COTEN - WAL-MART - YN | -43.11310455 | -1.45 | 82.6 | 0.1 | 0.1 | 4.1 | 100.00% | NO
? DEMOG - HHOLDS - MEDIAN INCOME - 3MI | -0.00033220 | -0.78 | 55.2 | 59,451.3 | 13,501.1 | 4.5 | 100.00% | NO
1420
1460
1470
ATTRIBUTE TO ADD:
COEFFICIENT
SAVE EDITS TO MODEL
1400
<< KEEP THIS MODEL & RETURN TO MODEL SELECTIONS
<< DELETE THIS MODEL & RETURN TO MODEL SELECTIONS
<< RETURN TO CONFIGURE MODEL MAIN PAGE
OR
VIEW DELETED TRAINING SUMMARY >>
VIEW TRAINING SCATTER PLOT >>
DONE
Internet

FIG. 14

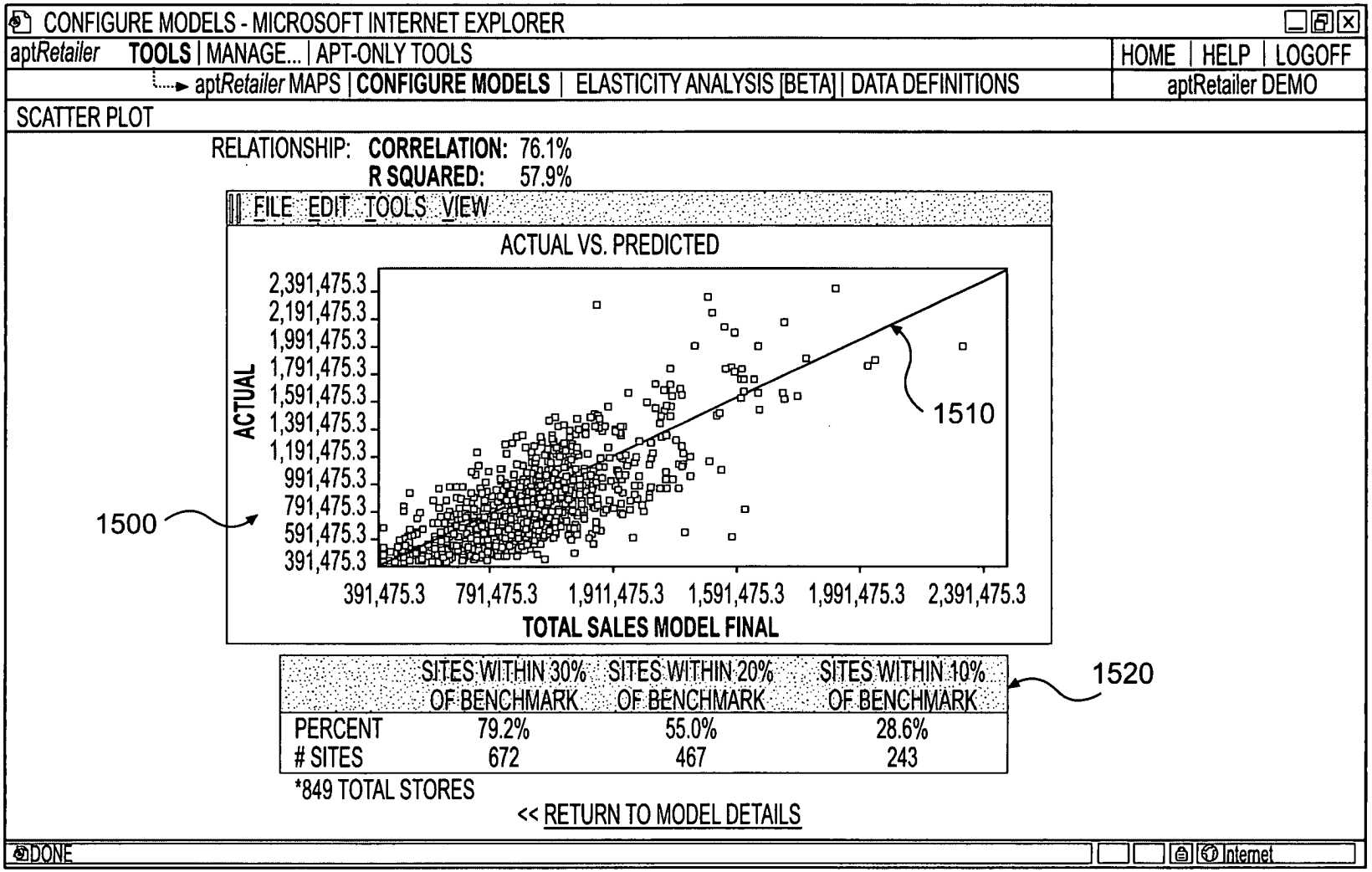
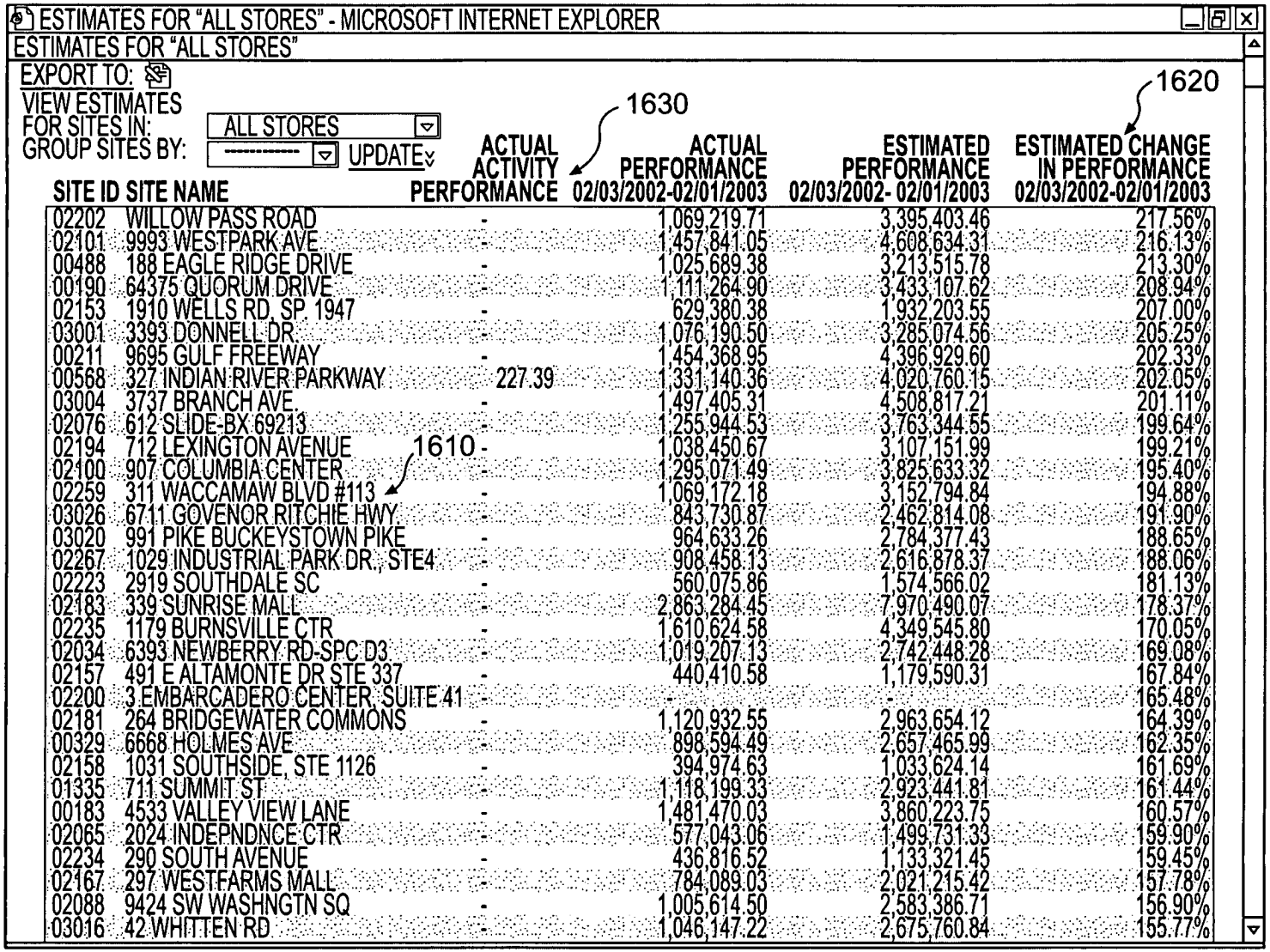

CONFIGURE MODELS - MICROSOFT INTERNET EXPLORER
aptRetailer TOOLS | MANAGE... | APT-ONLY TOOLS
HOME | HELP | LOGOFF
aptRetailer MAPS | CONFIGURE MODELS | ELASTICITY ANALYSIS [BETA] | DATA DEFINITIONS
aptRetailer DEMO
SCATTER PLOT
RELATIONSHIP: CORRELATION: 76.1%
R SQUARED: 57.9%
FILE EDIT TOOLS VIEW
ACTUAL VS. PREDICTED
ACTUAL
2,391,475.3
2,191,475.3
1,991,475.3
1,791,475.3
1,591,475.3
1,391,475.3
1,191,475.3
991,475.3
791,475.3
591,475.3
391,475.3
391,475.3 791,475.3 1,911,475.3 1,591,475.3 1,991,475.3 2,391,475.3
TOTAL SALES MODEL FINAL
1510
1500
SITES WITHIN 30% OF BENCHMARK
SITES WITHIN 20% OF BENCHMARK
SITES WITHIN 10% OF BENCHMARK
PERCENT 79.2% 55.0% 28.6%
SITES 672 467 243
1520
*849 TOTAL STORES
<< RETURN TO MODEL DETAILS
DONE
Internet

FIG. 15



SITE ID	SITE NAME	ACTUAL ACTIVITY PERFORMANCE	ACTUAL PERFORMANCE 02/03/2002-02/01/2003	ESTIMATED PERFORMANCE 02/03/2002- 02/01/2003	ESTIMATED CHANGE IN PERFORMANCE 02/03/2002-02/01/2003
02202	WILLOW PASS ROAD	-	1,069,219.71	3,395,403.46	217.56%
02101	9993 WESTPARK AVE	-	1,457,841.05	4,608,634.31	216.13%
00488	188 EAGLE RIDGE DRIVE	-	1,025,689.38	3,213,515.78	213.30%
00190	64375 QUORUM DRIVE	-	1,111,264.90	3,433,107.62	208.94%
02153	1910 WELLS RD, SP 1947	-	629,380.38	1,932,203.55	207.00%
03001	3393 DONNELL DR	-	1,076,190.50	3,285,074.56	205.25%
00211	9695 GULF FREEWAY	-	1,454,368.95	4,396,929.60	202.33%
00568	327 INDIAN RIVER PARKWAY	227.39	1,331,140.36	4,020,760.15	202.05%
03004	3737 BRANCH AVE.	-	1,497,405.31	4,508,817.21	201.11%
02076	612 SLIDE-BX 69213	-	1,255,944.53	3,763,344.55	199.64%
02194	712 LEXINGTON AVENUE	-	1,038,450.67	3,107,151.99	199.21%
02100	907 COLUMBIA CENTER	-	1,295,071.49	3,825,633.32	195.40%
02259	311 WACCAMAW BLVD #113	-	1,069,172.18	3,152,794.84	194.88%
03026	6711 GOVENOR RITCHIE HWY	-	843,730.87	2,462,814.08	191.90%
03020	991 PIKE BUCKEYSTOWN PIKE	-	964,633.26	2,784,377.43	188.65%
02267	1029 INDUSTRIAL PARK DR., STE4	-	908,458.13	2,616,878.37	188.06%
02223	2919 SOUTHDALE SC	-	560,075.86	1,574,566.02	181.13%
02183	339 SUNRISE MALL	-	2,863,284.45	7,970,490.07	178.37%
02235	1179 BURNSVILLE CTR	-	1,610,624.58	4,349,545.80	170.05%
02034	6393 NEWBERRY RD-SPC D3	-	1,019,207.13	2,742,448.28	169.08%
02157	491 E ALTAMONTE DR STE 337	-	440,410.58	1,179,590.31	167.84%
02200	3 EMBARCADERO CENTER, SUITE 41	-	-	-	165.48%
02181	264 BRIDGEWATER COMMONS	-	1,120,932.55	2,963,654.12	164.39%
00329	6668 HOLMES AVE	-	898,594.49	2,657,465.99	162.35%
02158	1031 SOUTHSIDE, STE 1126	-	394,974.63	1,033,624.14	161.69%
01335	711 SUMMIT ST	-	1,118,199.33	2,923,441.81	161.44%
00183	4533 VALLEY VIEW LANE	-	1,481,470.03	3,860,223.75	160.57%
02065	2024 INDEPNDNCE CTR	-	577,043.06	1,499,731.33	159.90%
02234	290 SOUTH AVENUE	-	436,816.52	1,133,321.45	159.45%
02167	297 WESTFARMS MALL	-	784,089.03	2,021,215.42	157.78%
02088	9424 SW WASHNGTN SQ	-	1,005,614.50	2,583,386.71	156.90%
03016	42 WHITTEN RD	-	1,046,147.22	2,675,760.84	155.77%

FIG. 16

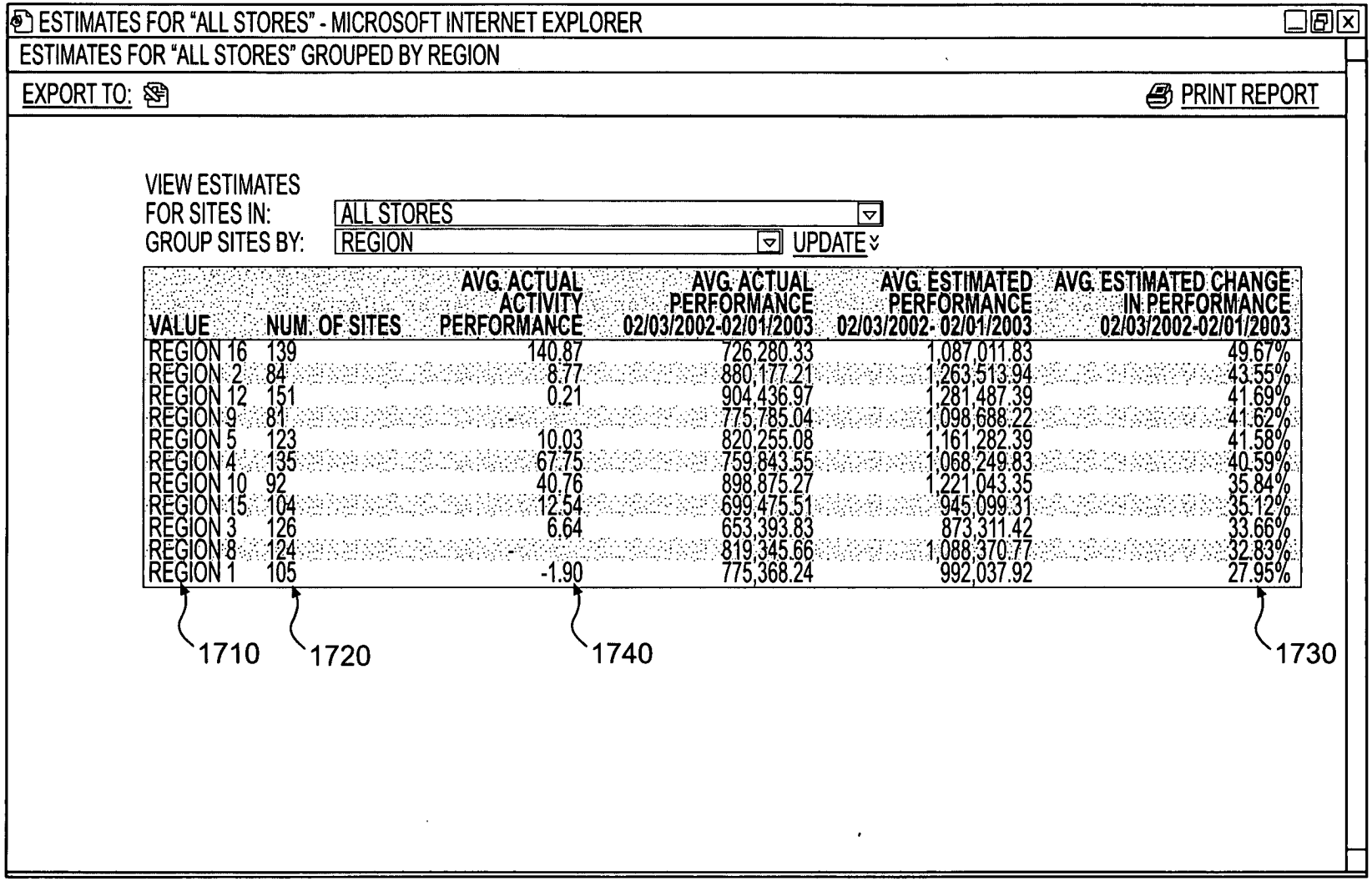

ESTIMATES FOR "ALL STORES" - MICROSOFT INTERNET EXPLORER
ESTIMATES FOR "ALL STORES" GROUPED BY REGION
EXPORT TO:
PRINT REPORT
VIEW ESTIMATES
FOR SITES IN: ALL STORES
GROUP SITES BY: REGION
UPDATE
VALUE | NUM. OF SITES | AVG. ACTUAL ACTIVITY PERFORMANCE | AVG. ACTUAL PERFORMANCE 02/03/2002-02/01/2003 | AVG. ESTIMATED PERFORMANCE 02/03/2002- 02/01/2003 | AVG. ESTIMATED CHANGE IN PERFORMANCE 02/03/2002-02/01/2003
REGION 16 | 139 | 140.87 | 726,280.33 | 1,087,011.83 | 49.67%
REGION 2 | 84 | 8.77 | 880,177.21 | 1,263,513.94 | 43.55%
REGION 12 | 151 | 0.21 | 904,436.97 | 1,281,487.39 | 41.69%
REGION 9 | 81 | - | 775,785.04 | 1,098,688.22 | 41.62%
REGION 5 | 123 | 10.03 | 820,255.08 | 1,161,282.39 | 41.58%
REGION 4 | 135 | 67.75 | 759,843.55 | 1,068,249.83 | 40.59%
REGION 10 | 92 | 40.76 | 898,875.27 | 1,221,043.35 | 35.84%
REGION 15 | 104 | 12.54 | 699,475.51 | 945,099.31 | 35.12%
REGION 3 | 126 | 6.64 | 653,393.83 | 873,311.42 | 33.66%
REGION 8 | 124 | - | 819,345.66 | 1,088,370.77 | 32.83%
REGION 1 | 105 | -1.90 | 775,368.24 | 992,037.92 | 27.95%
1710
1720
1740
1730

FIG. 17